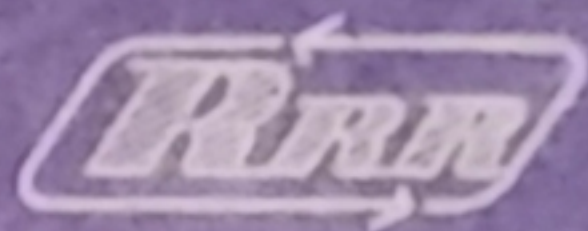


L 12

WRBT

3



REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

Form **BC 128** 01 STA 13-13-71
JUNE 1954 Started 10-16-71
FRA 11-12-71

COMM.TV

CH 33

BROADCASTING STATION LICENSE RECORD

Date first licensed **12-20-71 (OFF. #744)**

Call letters **WRBT**

Station location **BATON ROUGE, LOUISIANA**

RUSH BROADCASTING CORPORATION (BMPCT-7358 11-10-71)

Name of licensee **RMAC. BATON ROUGE CORPORATION**

1.35 mi. E. of River Rd. in Sec. 46, T8S, RIW, Baton Rouge, La. (BMPCT-7119 2-4-71)

Transmitter location **844 GOVERNMENT STREET, BATON ROUGE, LOUISIANA**

Main studio location **5220 Essen Lane, Baton Rouge, La. (BMPCT-7334 8-17-71)**
To Be Determined, Baton Rouge, Louisiana

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
Docket No.	17005	CH. 33	V-1170 kw	U	6-15-68
BPCT-3725	4-15-68	584-590	A- 117 kw		12-15-68
AH: 440' MSL: 530'. CP FOR A NEW COMM.TV B7C STATION.					
CONSTRUCTION PERMIT ISSUED WITHOUT CALL LETTERS					
BPCT-3725	6-25-68	CALL LETTERS ASSIGNED (1)			
DBTC-6135	2-5-70	INVOL. T/C			
BTC-6406	2-3-71	Vol. T/C			
D-18700					
BMPCT-6947	2-4-71	Ch. 33	V. 871 kw	U	6-15-68
BMPCT-7119	AH:1000'		A. 174 kw		8-4-71 ✓
MSL: 1049'					
MP (BPCT-3725 chg. ERP, TL, Trans. & ant.					
MPCT-7330	8-17-71	MP(BPCT-3725) chg. SL			
MPCT-7334		& Ext. time.			
WIRE	10-13-71	PENDING THE FIL. OF AND COMM.			
EVALUATION OF APPLI. FOR LIC. TO COVER CP BMPCT-7330/7334					
AUTH. GR. OPER. TEMP. PER. END. 11-16-71.					
BMPCT-7358	11-10-71	MP TO CHG. NAME (L)			
WIRE	11-12-71	RE TENDERED LIC APPLI AUTH. GR. OPER			
ON PTA ACCORD SEC 73.629 AND CP BMPCT-7330/ BMPCT-7334.					
BMPCT-7358	11-10-71	MP(BPCT-3725) to chg. name(L)			
BLCT-2122	12-20-71	Ch. 33	V. 871 kw	U	12-20-71
AH:990' MSL:1049'		584-590	A. 170 kw		6-1-73
Lic (BPCT-3735 as mod) for a new station					
EPISA	5-15-72				
BRCTV-131	3-13-73	Remote control authority			
(1)					
BRCT-744	5-28-75	Ch. 33	V. 871 kW	U (L)	6-1-76
AH: 990' MSL: 1049'		584-590	A. 170 kW		
Renewal of license					
BTC-7857	3-12-76	Voluntary transfer of control.			
BRCT-744	8-5-76	Renewal of license (S)			
BTC-8161	11-11-76	Voluntary transfer of control.			
BTC-8626	3-30-78	Involuntary T/C			

BC-126
June 1975

#2

COMM. TV

BROADCASTING STATION LICENSE RECORD

Date first licensed _____

Call letters WRBT

Station location _____

Name of licensee RUSH BROADCASTING CORPORATION

Transmitter location SEE CARD #1

Main studio location _____

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To
BTC-780919KE	1-9-79	INVOL.	T/C (COND.)		
BTC-781127KE	1-9-79	INVOL.	T/C		
BPCT-781030KG AH: 990' MSL: 1049' CP to chg. Aur. ERP and type trans.	4-2-79	Ch-33 584-590	V-871kW A-87.1kW	Unl. RC	6-1-79 10-2-80
BPCT-1030KG AH: 990' MSL: 1049'	10-23-79	CP TO CHANGE TOP. CH-33	W-871kW 584-590A-87.1kW	Unl.	10-2-80
BRCT- 790130LE	7-16-79	RENEWAL OF LICENSE	{S}		6-1-82

Form BG-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

COMM. TV B/C

Call
Letters NEW W R B T

ROMAC BATON ROUGE CORPORATION

Name X. JOHN M. MULLENBORN, TRUSTEE OF ROMAC OF BATON ROUGE

CH. 33 c/o Alvin B. Rubin, Baton Rouge S & L Bldg., 101 St. Ferdinand St., Baton Rouge, La.

File No.	Dated	Application for	Action	
			Nature	Zip. 70801 Date
BPCT-3725 Recd. & Filed	2-17-66 2-17-66	Construction Permit for a new Commercial TV Broadcast Station: CH. 33, 584-590 Mcs. ERP: Via: 490 kw (more.); Air: 49.0 kw (more.) Hours of Operation: Unlimited T-L: 844 Government St., Baton Rouge, Louisiana S-L: To be determined, Baton Rouge, Louisiana (TOWNSEND TA-30-AT) AH: 444-feet STATION LOCATION: BATON ROUGE, LOUISIANA Prince & Paul, Atty. Willis C. Beecher, Engr.	GRANTED APR 15 1966	D-17005
			INITIAL DECISION	

Form BC-121
Aug. 1955

Card # 2

APPLICATION RECORD - BROADCASTING

COMM. TV.

Call Letters ~~W R B T~~

Name **ROMAC BATON ROUGE CORPORATION**
CH-33 Baton Rouge, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-3725 AMENDED R & F	CONT'D 9-21-66 10-6-66	AMENDED to change applicant to ROMAC BATON ROUGE CORPORATION; ERP to Visual 1175 kw (Hors), Aural 117.5 kw(Hors); type of trans. to Townsend TA-55-AT; type of antenna to Jempre-JZZ-5-0-Custom; antenna height above average terrain to 437 feet. (re financial & programming).	GRANTED	D-17005 4-15-68
BPCT-6947 R & F \$30. 472971 PRESS	11-15-68 11-18-68 NOV 27 1968	MP (BPCT-3725) to extend completion date to JUNE 15, 1969. Ray R. Paul, Atty. (Prince & Paul)	dismissed-7-29-69. per-section-0.281(z) of-the-rules	
AMEND. R & F	7-17-69	Re update information in application.		D-18700 issued with BMPCT-7119
GRANTED 2-10-70 pursuant to ORDER #43260 and CP is extended for 6 months following Commission action on its application for Mod. of permit (BMPCT-7119)				

APPLICATION RECORD - BROADCASTING

Call
Letters WRBTName ROMAC BATON ROUGE CORPORATION
CH-33 BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
EMPCT-7119 R & F #558328 \$150 PRESS: PN REC'D: See amendments on card #4	10-27-69 11-20-69 11-20-69 NOV 26 1969 MAY 31 1970	MP(BPCT-3725), chg. ERP to Vis. 869kw(H), Aur. 171.8kw(H); TL to 1.35 mi. E. of River Rd. in Sect. 46, T8S, R1W, Baton Rouge, La. (30-22-22 91-12-15); type trans. to RCA TTU-60A; type ant. to RCA TPU-36J Special; and incr. HAAT to 995 ft. AMENDED 5-12-70 re legal. Atty.: Prince & Paul Engr.: Willis C. Beecher	GRANTED issued with BMPCT-6947	2-4-71
BTC-6135 R & F #564492 \$30 PRESS: PN REC'D: ENGR. DATA FILED 5-21-70	12-18-69 12-22-69 12-22-69 JAN 13 1970	Involuntary transfer of negative control of permittee corporation from John M. McLendon to Anne P. MacLendon and First National Bank of Jackson, Jackson, Mississippi, Executors under the Will of John M. McLendon, Deceased. Atty.: Mallick & Bernton	GRANTED EFF:	2-5-70 3-2-70

APPLICATION RECORD - BROADCASTING

COMMERCIAL TELEVISION

Call
Letters WRBT

Name ROMAC BATON ROUGE CORPORATION
CH-33 BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
EMFCT-7119 CONTINUED		AMENDED 7-23-70 re financial Ltr. from atty. 8-31-70 re legal information.		
ETC-6406	10-26-70	Voluntary transfer of control of permittee corporation from Anne P. McLendon and First National Bank of Jackson, Jackson, Mississippi, Executors Under the Will of John M. McLendon, Deceased (50%) and Richard O. Rush (50%) to Richard O. Rush, Donald A. Moore, Ramon V. Jarrell, Charles C. Rush, Richard O. Rush, Jr. and Southern Educators Life Insurance Company Atty.: Mallyck & Bernton Amended 1-5-71 re financial	GRANTED	2-3-71
R & F	10-30-70		EFF:	3-19-71
#639523 \$1000	10-30-70		COMMISSION ACTION	
AG: 051				
PRESS:	NOV 10 1970			
PH REC'D:	1-26-71			
GRANT FEE:	\$320.73			
GRANT FEE PAID	4-30-71.			

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters W R B T

RUSH BROADCASTING CORPORATION

Name ROMAC BATON ROUGE CORPORATION
CH-33 BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-7330 R & F #016325 \$50 AC: 069 PRESS:	7-8-71 7-13-71 7-13-71 AUG 8 1971	MP(BPCT-3725 as mod.) to extend completion date to 11-1-71. Atty.: Mallyck & <u>Bernton</u>	GRANTED issued with BMPCT-7334	8-17--71
BMPCT-7334 R & F #022192 \$50 AC: 069 PRESS:	7-22-71 8-5-71 8-5-71 AUG 16 1971	MP(BPCT-3725 as mod.) to chg. SL to 5220 Essen Lane, Baton Rouge, Louisiana. Atty.: Mallyck & <u>Bernton</u>	GRANTED issued with BMPCT-7330	8-17-71
BMPCT-7358 R & F #012399 \$50 AC: 062 PRESS	9-27-71 10-15-71 10-15-71 NOV 8 1971	MP(BPCT-3725 as mod.) to chg. name of Permittee to Rush Broadcasting Corporation. Atty.: Mallyck & <u>Bernton</u>	GRANTED	11-10-71

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters W R B T

Name RUSH BROADCASTING CORPORATION
CH-33 BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
HLCT-2122 Received Filed #018785 \$50 AC: 069 PRESS	11-9-71 11-11-71 11-29-71 11-11-71 DEC 3 1971	Lic. to cover (BPCT-3725 as mod.) for new station. Atty.: Mallyck & <u>Bernato</u>	GRANTED	12-20-71
BRCTV-131 R & F #137609 \$50-AC-069 PRESS:	12-15-72 12-19-72 12-19-72 JAN 11 1973	Request authority for remote control operation of trans. from 5220 Essen Lane, Baton Rouge, Louisiana. ATTY: MALLYCK AND <u>BERNATON</u> Amended 2-26-73 re engineering	GRANTED	3-13-73

BRCT-744

PETITION TO DENY AND TO INTERVENE FOR RACIALLY DISCRIMINATORY EMPLOYMENT PRACTICES

filed on 6-6-73 by Rick Hill, Malcolm Byrnes, David Robertson, Annie Smart, Aline George, Leola Johnson, Elmo Lewis & Lennon London.

RESPONSE OF RUSH BROADCASTING CORPORATION filed by Jeffrey Malickson 7-9-73 to informal objection of Rick Hill, et al

MOTION AND PETITION FOR RECONSIDERATION OR IN THE ALTERNATIVE, MOTION FOR MODIFICATION OF ORDER filed 7-19-73 on behalf of Southern Media Coalition.

OPPOSITION OF WRBT TO MOTION AND PETITION FOR RECONSIDERATION OR IN THE ALTERNATIVE, MOTION FOR MODIFICATION OF ORDER filed 7-30-73 by Mallick & Bernton on behalf of Rush Broadcasting Corporation

SUPPLEMENTARY AND AMENDED MOTION AND PETITION FOR RECONSIDERATION OR IN THE ALTERNATIVE, MOTION FOR MODIFICATION OR ORDER filed 7-30-73 by Alvin O. Chambliss on behalf of Southern Media Coalition.

MOTION FOR EXTENSION OF TIME filed 8-27-73 by Alvin Chambliss on behalf of Southern Media Coalition.

MOTION FOR ACCEPTANCE OUT OF TIME and REPLY TO THE OPPOSITIONS TO PETITION TO DENY filed 10-1-73 by Alvin O. Chambliss for Southern Media Coalition (copy to Shiben, dup. to RR)(2 copies)

MEMORANDUM OPINION AND ORDER adopted 1-15-75, released 2-4-75 FCC 75-50 29690: Accordingly, IT IS ORDERED, That the "Motion and Petition for Reconsideration or in the Alternative, Motion for Modification of Order" filed July 19, 1973 and "Supplementary and Amended Motion and Petition for Reconsideration or in the Alternative, Motion for Modification of Order" filed July 30, 1973 by the Southern Media Coalition are DISMISSED.

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters WRBT

Name RUSH BROADCASTING CORPORATION
CH-33 BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
ERCT-744 CONTINUED				
Memorandum Opinion and Order adopted 5-28-75, released 6-5-75 FCC 75-622 35259: Accordingly, IT IS ORDERED, That the "Petition to Deny and to Intervent for Racially Discriminatory Employment Practices" filed June 6, 1973, by the Southern Media Coalition IS DISMISSED, and when treated as an informal objection, IS DENIED. IT IS FURTHER ORDERED, That the license renewal applications of Louisiana Television Broadcasting Corporation for Station WBRZ(TV) and Guaranty Broadcasting Corporation for Station WAFB-TV ARE HEREBY GRANTED. IT IS FURTHER ORDERED, That the license renewal application of Rush Broadcasting Corporation for Station WRBT(TV) IS HEREBY GRANTED SUBJECT TO THE FOLLOWING CONDITION: (i) That the licensee submit to the Commission within 30 days from the release of this Order a list of local minority organizations, agencies, community leaders, schools and colleges with which it will maintain systematic communication each time it seeks to fill a job position; and (ii) That the licensee submit to the Commission on February 2, 1976 - as a part of Section VI of its renewal application to be filed on that date - a statement detailing the affirmative action undertaken to seek and encourage minority applicants for each job opening arising since the date of this Order, or the date of the last such report, and indicating the affect of these efforts upon applications for employment, hiring, and promotion of identified minority group members.				

FILE
MOTION FOR EXTENSION OF TIME filed 12-94-75 by Southern Media Coalition, NAACP, Black Colleges

APPLICATION RECORD - BROADCASTING

Commercial TV

Call
Letters **W R B T**

Name **Rush Broadcasting Corporation**
Ch-33 **Baton Rouge, Louisiana**

File No.	Dated	Application for	Action	
			Nature	Date
ETC-7857 R & F PN RECD #480727 AC 047 9-29-75 \$200. fee paid: PRESS: (Form 315)	9-22-75 9-25-75 1-29-76 AC-048 10 OCT 1976	Voluntary transfer of control of licensee corporation from Richard O. Rush, Ramon V. Jarrell, and Southern Educators Life Insurance Company, to Corporate Communications Group, Inc. Atty.: Mallyck & Bernton AMENDED 2-25-76 re legal.	GRANTED Eff:	3-12-76 6-17-76
BRCT-744 R & F PN Rec'd: PRESS:	1-19-76 1-28-76 1-28-76 12 MAR 1976	SUPPLEMENTAL RENEWAL OF LICENSE APPLICATION Annual Reports Filed 6-7-76 Contours filed Atty: E. Theodore Mallyck (Mallyck & Bernton) <i>Off. call 3-10-76 re Annual Reports</i> Amended 6-28-76 re additional information <u>Employment Report filed 10-13-77.</u> Contours filed 1-29-76.	GRANTED COMMISSION ACTION (over)	4-8-5-76

INFORMAL OBJECTION TO PREVENT THE CONTINUING EMPLOYMENT DISCRIMINATION IN VIOLATION OF FCC RULES AND POLICIES filed 5-28-76 BY The Louisiana State Chapters of the National Organization for Women (NOW) the Southern Media Coalition (SMC) and the Louisiana Chapter of the National Welfare Rights Organization (NWRO).

MEMORANDUM OPINION AND ORDER adopted 8-5-76, released 8-13-76 FCC 76-762 41960: IT IS FURTHER ORDERED, That ~~the~~ Stations KTBS-TV, WRBT(TV), et al, ARE GRANTED to June 1, 1979, subject to the condition that the licensees submit to the Renewal Branch on or before October 1, 1977, and with their renewal applications, the following information: (a) a list of employees as of September 1, 1977 and January 1, 1979, by job title with part-time or full-time status indicated (ranked from the highest paid to the lowest paid), date of hire, sex, race or national origin; (b) a list of persons hired from the release date of this Order to September 1, 1977, and from September 1, 1977 to January 1, 1979, indicating their job title and part-time or full-time status, date of hire, sex, and race or national origin; and (c) details concerning the station's efforts to recruit for each position filled during the periods noted in (b) above, including identification of sources used for the purpose of increasing the station's pool of minority and/or female applicants.

APPLICATION RECORD - BROADCASTING

Call
Letters W R B TName
Ch-33RUSH BROADCASTING CORPORATION
BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BTC-8161 R&F 629212\$200 AC: 047 REFUND:\$100 PRESS (Form 316)	9-29-76 10-27-76 10-27-76 11-1-76 3 NOV 1976	Voluntary transfer of control of licensee corporation from Corporate Communications Group, Inc., to Jules B. LeBlanc, III and Cyril E. Vetter. Atty.: Mallyck & Bernton	GRANTED Eff:	11-11-76 12-1-76
BTC-8626 R&F: PRESS (FORM 316)	1-25-78 2-10-78 MAR 20 1978	Involuntary transfer of control of licensee corporation from Jules B. LeBlanc, III and Cyril E. Vetter to Erwin A. LaRose, John J. Dardis and George S. Venturatos, Trustees in Bankruptcy (70%) & Cyril E. Vetter (30). Atty.: William P. Bernton (Glaser, Fletcher & Johnson, P.C.)	GRANTED EFF;	3-30-78 4-3-78

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call
Letters

WRBT-

Name
CH-33

RUSH BROADCASTING CORPORATION
BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BTC-780919KE R&F: PRESS (Form 315)	9-19-78 SEP 25 1978	voluntary transfer of control of licensee corporation from Erwin A. LaRose, Substitute Trustee Bankruptcy (70%) to Cyril E. Vetter. REQUEST FOR WAIVER OF SECTION 1.597 OF THE RULES. Atty.: William P. Bernton	GRANTED (SEE BACK FOR CONDITION) EFF:	1-9-79 2-2-79
BPCT-781030KG R&F PRESS	10-11-78 10-30-78 78 12 13	CP TO CHG. AUR. ERP TO 86.9kW(H) and CHG. TYPE TRANS. TO TOWNSEND TTU-60A-TX William P. Bernton, atty.	GRANTED	4-2-79

THIS GRANT IS SUBJECT TO THE SUBMISSION BY THE LICENSEE IN ITS APPLICATION FOR RENEWAL OF LICENSE, DUE FEBRUARY 1, 1979:

(a) a list of employees as of September 1, 1977 and January 1, 1979, by job title with part-time or full-time status indicated (ranked from the highest paid to the lowest paid), date of hire, sex, race or national origin:

(b) a list of persons hired from August 13, 1976 to September 1, 1977, and from September 1, 1977 to January 1, 1979, indicating their job title and part-time status, date of hire, sex and race or national origin; and

(c) details concerning the station's efforts to recruit for each position filled during the periods noted in (b) above, including identification of sources used for the purpose of increasing the station's pool of minority and/or female applicants.

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters W R B TName RUSH BROADCASTING CORPORATION
CH-33 BATON ROUGE, LA

File No.	Dated	Application for	Action	
			Nature	Date
BTC-781127KE Received Filed PRESS: (Form 316)	11-22-78 11-27-78 12-12-78 12-13-78	Involuntary transfer of control of licensee corporation from Erwin A. LaRose, John J. Dardis and George S. Venturatos, to Erwin A. LaRose (Substitute Trustee) Atty.: William P. Bernton (Glaser, Fletcher, & Johnson)	GRANTED EFF:	1-9-79 1-17-79
BRCT-790130LE R & F PN REC'D PRESS	1-15-79 1-30-79 79 04 27	RENEWAL OF LICENSE	GRANTED	7-16-79
BALCT-810127KG Form 314 PN RECD	2-19-81	Vol. AL to United Television, Inc. Atty.: Alan C. Campbell (DLA)-Assignee William Bernton-Assignor Amended 4-10-81 re legal Amended 5-26-81 re legal Req. for Dismissal filed 6-25-81		

#13

APPLICATION RECORD-BROADCASTING

Call Letters: WRBT

Name: RUSH BROADCASTING CORPORATION

CH-33

Station Location: BATON ROUGE, LA

File No.	Date	Description	Action and Date
BLCT-790927KI R&F	9-27-79	License to cover CP(BPCT-781030KG) to chg. Aur. ERP XB AND TYPE TRANS. William P. Bernton, atty.	GRANTED 10-5-81

JOINT OBJECTION AND JOINT REQUEST FOR DEFERRAL OF CONSIDERATION 3-27-81 by

CARL R. RAMEY FOR WRBT-TV

OPPOSITION OF UNITED TELEVISION , INC. TO JOINT OBJECTION AND JOINT REQUEST FOR DEFERRAL OF
CONSIDERATION 4-10-81 by THOMAS H. WALL FOR WRBT-TV

JOINT REPLY TO OPPOSITION TO JOINT OBJECTION AND JOINT REQUEST FOR DEFERRAL OF
CONSIDERATION 4-21-81 by CARL R. RAMEY FOR WRBT-TV

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast radio stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file.

TV History Cards were initiated in the early 1940s, with the authorization of the earliest TV stations. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). Prior to that move, the History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of television station history.

